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8 March 1973

MEMORANDUM FOR: Assistant Deputy Director for Intelligence

SUBJECT: Identification of Blacks Interested in Agency Professional Employment

1. On 28 February 1973, I contacted Henry G. Parks, Jr., President of Parks Sausage Company, Baltimore, Maryland. He is one of Baltimore's leading figures and has achieved national recognition as a successful black businessman. Mr. Parks is also a vice president of Tuesday Publications and a member of the Board of the National Urban League, as well as a member of a number of other black civic organizations.

2. I met Mr. Parks a couple of years ago at a Brookings Institution course for Government executives and he impressed me with his insight into the problems of minority groups and especially with his thoughts on practical solutions to these problems. At the outset of my visit with Mr. Parks, I made it clear that I was there representing myself, not the Agency. My purpose in contacting him at this time was to seek his advice on how to interest qualified blacks in Agency employment since the major problem in fulfilling the objectives of the Agency Equal Employment Opportunity Program lies in the extremely small number of minority group members currently employed. Mr. Parks faced and solved a similar problem within his own company. Even though black-owned, his company is part of US industry and, to blacks, US industry, like the Federal Government, represents the white Establishment. After an initial hesitation to my question, Mr. Parks spent the next hour discussing the nature of the basic problem and how, in his opinion, the Agency can overcome this problem.

3. According to Mr. Parks, currently there are two counter-acting forces to successful Agency recruitment of blacks. Politics aside, the Administration's policy regarding poverty programs has increased resentment towards the Federal Government. On the other hand, many blacks who did accept employment in large industries

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and have been working there for some time are bumping into ceilings and are now looking for employment elsewhere. By way of example, Mr. Parks said that he recently hired two blacks holding M.A. degrees from the Harvard Business School. Both of these men previously worked for a large chemical company. A year ago, he could not have attracted personnel of this calibre to his company.

4. For successful Agency recruitment of blacks, Mr. Parks feels that it will take a qualified black to recruit black professionals. His experience has indicated that it takes a black to communicate with another black because no outsider to the black community, i.e. no white man, can really understand the black community. Mr. Parks himself, despite his wealth and stature, has continued to live in the center of Baltimore's black ghetto in order to maintain his understanding of his fellow blacks. Most blacks will only believe other blacks with established credentials. He stated that this is probably not unlike the CIA where only a proven network of informants are relied upon.

5. Mr. Parks recommended the utilization of national black leadership as the chief means to overcoming black anti-Establishment attitudes and sensitivities in any Agency effort to recruit black professionals. He feels that the Agency should contact and enlist the support of such national leaders as:

- a. Vernon Jordon, Executive Director
National Urban League (NUL)
55 East 52nd Street
New York, N. Y. 10022
Area Code 212, 751-0300; and
- b. Rev. Leon H. Sullivan
Opportunities Industrialization Center (OIC)
Scott Plaza
Post Office Box 9009
Philadelphia, Pennsylvania 19113
Area Code 215, 724-2000.

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6. Mr. Parks contends that these national leaders are extremely influential and trusted within black circles and that they could be helpful in formulating and operating a program to get the black community to respond to Agency personnel needs. Although not its primary purpose, the NUL does work in job placement of blacks. His first recommendation would be Vernon Jordon because the NUL has been in business longer and has a larger, more active network throughout the US. It is Mr. Parks' opinion that if a ranking Agency official could convince Mr. Jordon of the Agency's sincerity and then provide the necessary job descriptions, the NUL could identify all the prospects the Agency needs. Mr. Parks commented further that only one of the organizations should be enlisted to help out. He did not explain why.

7. Black news media should also be enlisted to assist in this effort, according to Mr. Parks. The trusted black news media, publications such as Baltimore's Afro-American and Ebony magazine, and newspaper supplements such as Tuesday at Home, could carry articles projecting a favorable Agency image into the black community. He specifically recommended Ebony and Tuesday magazines and, although he stated that he had never interfered in the publication policy of the latter, he inferred that he would consider this on our behalf. Tuesday and Tuesday at Home are published by Tuesday Publications, Inc., 625 Michigan Avenue, Chicago, Illinois. [REDACTED] DCS has contacted W. Leonard Evans, Jr., President and Editor, Tuesday Publications, Inc., on two occasions regarding another Agency interest and he was cooperative.) Mr. Parks emphasized that this should be a low-keyed program and that it might be started by providing one of the publications with an interesting, previously unpublished article on the Agency.

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8. In summary, Mr. Parks strongly favors a national approach by the Agency as opposed to local community contacts. He believes that a one-to-one personal contact by Agency personnel with a friendly black academician or businessman might prove successful

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on occasion, but that this type of approach would not be productive in the long term. He believes that the Agency should involve national black leadership and black news media, but that it will require a good salesman to enlist their aid. He concluded by stating that he himself would assist us in any way possible.

9. I believe DCS should be included in any action that may be taken with regard to Mr. Parks' recommendations. Due to the nature of DCS activities and also due to previous DCS contact with black leaders, I believe that DCS could be of assistance to the Agency in this type of effort.



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JAMES R. MURPHY
Director, Domestic Contact Service

Attachment: Copy of Tuesday at Home

Distribution:

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1 - [redacted]

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